

ESTTA Tracking number: **ESTTA795730**

Filing date: **01/18/2017**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	<b>Promotion In Motion, Inc.</b>
Application Serial Number:	<b>87116837</b>
Application Filing Date:	<b>07/26/2016</b>
Mark:	<b>SWISSKISS</b>
Date of Publication	<b>12/20/2016</b>

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, The Hershey Company, 4860 Robb Street, Suite 204, Wheat Ridge, CO 80033, UNITED STATES, a Company, organized under the laws of Delaware, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good causes are established for this request by:

- The potential opposer needs additional time to investigate the claim
- The potential opposer needs additional time to confer with counsel

The time within which to file a notice of opposition is set to expire on 01/19/2017. The Hershey Company respectfully requests that the time period within which to file an opposition be extended until 04/19/2017.

Respectfully submitted,  
/paul c. llewellyn/  
01/18/2017

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